



**ESCAP Steering Committee
Kick off Meeting
January 24, 2018**

AGENDA

- Introductions
- ESCAP Refresher
- Overview of overlay/Absolutes list
- Anticipated timeline of overlay development
- Set monthly date and time
- Next meeting topic

ESCAP Steering Committee Kick off Meeting

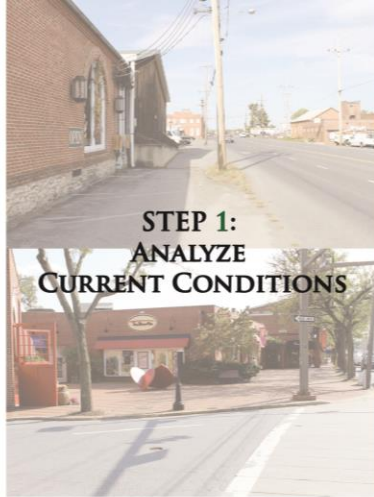
Summary of Plan

Section 1: Introduction

Section 2: Existing Conditions

Section 3: Future View

Section 4: Implementation



**STEP 3:
PLAN THE GOALS,
ACTIONS, AND BENCHMARKS
TO ACHIEVE THE VISION**



Summary of Plan



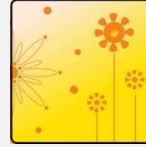
Summary of Plan – Principles & Goals



Walkable



Vibrant



Attractive



Safe



Connected



Complete



Sustainable

Goal 1- Commit to the success of long-time nonresidential users

Goal 5- Build upon established anchor uses and areas

Goal 2- Create an identifiable neighborhood/corridor environment and provide customer experience opportunities for existing and new nonresidential users

Goal 6- Promote differentiated and unique ideas that can provide a sense of place and destination while encouraging new and expanded development within the corridor

Goal 3- Transform East Street to a complete street for all users to influence business draw

Goal 7- Continue to support citizen based initiatives to improve the east side of Frederick and create opportunities for citizen representatives in the area

Goal 4- Create an attractive environment for high density residential development

Summary of Plan



Figure 3-1: ESCAP Segment Map

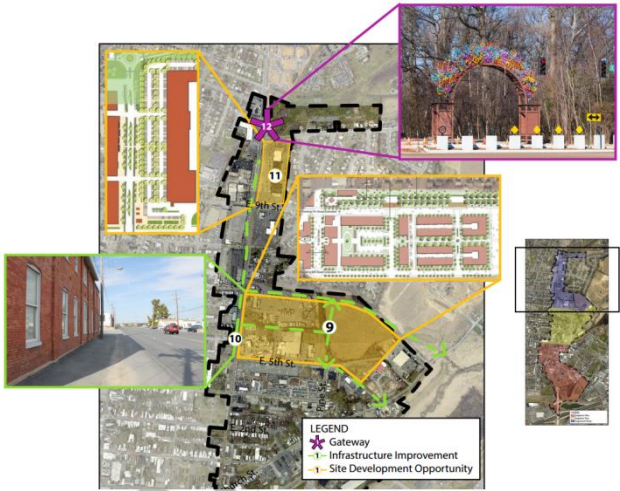


Figure 3-11: Recommendation Map for Segment 3

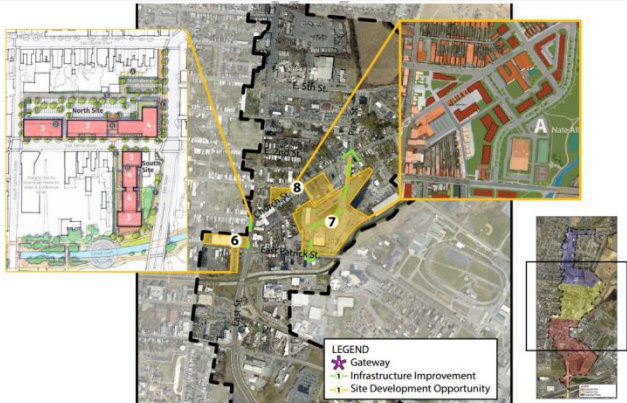


Figure 3-10: Recommendation Map for Segment 2



Figure 3-10: Recommendation Map for Segment 1

Summary of Plan – Implementation










7 goals

28 policies

32 implementations

4 time ranges: Short, Medium, Long Term, and Ongoing

Responsibility split between City departments & committees, East Frederick Rising, and Downtown Frederick Partnership

Goals, Policies, and Implementation	Plan Principles	Timing	Responsibility
Overarching Implementation: Develop East Street Overlay District that would permit uses throughout the Corridor rather than specific base zones, including uses for residential, commercial and industrial. The East Street Overlay should also include a pattern book and/or design standards for redevelopment that encourages orienting structures towards the street with minimal setbacks and enhancing connectivity.	      	Short Term	Planning, East Frederick Rising, Downtown Frederick Partnership
Goal 1: Commit to the success of long-time nonresidential users			
Policy 1 Ensure that the regulatory process is as simple and predictable as possible for existing businesses, especially those desiring to expand	 		

East Street Corridor Overlay

- Purpose
 - flexibility for development that meets the intent of the ESCAP
 - provide a predictable/efficient process

“Absolutes”

- No nonconforming uses
- Require planned connections
- Improve street frontages north of 5th
- Minimum 2 story buildings fronting East Street
- Others?

East Street Corridor Overlay

- Purpose
- Applicability
 - Relation to other overlays (HPO, CCO)
- Standards
- Uses
 - Similar to Adaptive Reuse standards (Ex: DB use extends to M1)
- Form/Design Standards
 - Height minimums, setback maximums, orientation
- Incentives
 - Use allowances, what else?
- Efficient Review Process
- Landscaping/Public Art
- Parking
- Signage

Timeline & Meeting

Goal: bring a draft overlay to PC by late spring

- 3rd or 4th week of the month
- Blocked out M&B workshop/meetings (3rd Thursday)
- 3rd week no evening meetings

	Monday	Tuesday	Wednesday	Thursday	Friday
AM	X				
PM	X		X		X
NIGHT	X			X	X

Next Meeting

Prepare to talk about..

- Uses within the corridor
- Regulatory incentives

Homework:

- Review ESCAP & other material we send
- Take a walk along East Street
- Send us any questions you'd like answered by the next meeting